

IN.gov



Group II Migration to the New IN.gov

8/1/2007

Welcome to the
ALL NEW
IN.gov

IN.gov Agenda

- Quick Recap of Goals & Objectives
- Progress!
- IN.gov Standards & Change Request Process
- Agency Migration Process
- Keys to Success for Your Agency's Migration
- Next Steps

“This is much more than just putting new paint on an old barn. We’re building something that will make it easier for everyone to interact with our state government-whether they are Hoosiers, visitors to Indiana, or businesses looking to relocate here.”

Governor Mitch Daniels

IN.gov Quick Recap

THE DIAGNOSIS

- **User Perspective**
 - Agency-focused, not customer-focused
 - Confusing due to lack of consistency
 - Designs are stale
- **State Gov't Perspective**
 - Can't quickly update content
 - Standards unclear, unenforceable



Want More Information?

Review the IN.gov Branding & CMS Project web site (with Charter, FAQs, and more) available at webmasters.IN.gov.

THE PRESCRIPTION

- **Goal 1.** *For the External customer, provide state government information in a customer-centric manner.*
- **Goal 2.** *For the Internal customer, make it easier for users in state government to update content on IN.gov.*
- **Major Objectives**
 - Consistent brand
 - “Click & Edit” for authorized content creators
 - Workflow tailored for each agency
 - Training for creators/approvers
 - Stable & secure CMS

IN.gov

We Are Changing Because of This

INNOVATING Indiana

About DWD | What's New | Forms & Downloads | Contact Us | Site Map | Home

Indiana Bureau of Motor Vehicles
Ronald L. Stiver, Commissioner

Lt. Governor Becky Skillman

Indiana

Calendar | Newsroom | Governor Mitch Daniels | En Español | Search this Site | Search

Welcome from Lieutenant Governor Skillman
"Governor Daniels and I are committed to rebuilding Indiana's economy for all 92 counties, for all 6.2 million

Indiana Department of Transportation

Home | About INDOT | Publications | Modes of Transportation | Doing Business with INDOT | Projects/Studies | Public/Media Info | Programs/Events | Home

Welcome to the INDOT website

Our mission is INDOT will

This Website is a valuable people who travel Indiana details on doing business

Don't hesitate to email us

INDOT News

Major Moves/Changes

Indiana Department of Agriculture

Home | About | Calendar | Contact | Grants & Loans | Records

Who Are You? | Your Environment | Resources | Permits | Publications | Rules | Prevention | Compliance

Welcome to the Indiana State Department of Agriculture

Our Vision:
Indiana will be a Global Center for Food and Agricultural Innovation and Commercialization

"Agriculture will be a chief economic driver in Indiana. We are committed to providing the strategic leadership agriculture needs to achieve its full potential."
- Lt. Governor Becky Skillman

Indiana's Agriculture Strategic Plan
Click here to learn more

Feature Stories

- ▶ Northeast Indiana Economic Development Summit - Oct. 20
- ▶ Indiana Food & Agricultural Trade Mission blog web site
- ▶ Economic Report Released on Expanding Ethanol and Pork
- ▶ Click here for an update on BioTown, USA, in Reynolds
- ▶ Click here for more information on BioTowns
- ▶ Click here for more information on the Ag Economic Development Initiative

Possibilities Unbound

Indiana Department of Corrections

Home | Our Mission | Divisions | DOC Progress Report | Fact Sheet | Career Opportunities | Staff Development and Training | DOC FAQs | Facilities | Visiting Guidelines | Media Center | Calendar of Events | Offender Locator | Community Corrections | Parole Board | Special Initiatives | PEN Products | Victim Services | Ombudsman

Standardbred Links

- USTA
- ISA
- Indiana Info
- HHYF

Thoroughbred Links

- HBPA
- ITOB
- TOBA
- NTRA

Quarter Horse Links

- AQHA
- QHAA

Indiana Department of Corrections

J. Eric Dietz, Ph.D., Executive Director

Planning

- Training
- Emergency Response
- Fire and Building Safety
- IDHS Calendar
- Training Calendar
- About Us
- Newsdesk
- Newsletters

Safeguarding Hoosier Planning, Preparing, and Responding

Indiana Office of Utility Consumer

The Advocate for Indiana's

fast facts

Home

- Welcome
- About the OUCC
- News
- Consumer Publications
- Outreach
- Contact Us
- Utility Complaints
- En Español
- Employment
- Calendar
- Links
- Site Map

When our agency sites are inconsistent, we present a confusing, unnecessarily difficult view of state government to our users. This initiative will change that, and Indiana will be the first state to provide a truly consistent website.

Director of IN.gov Chris W. Cotterill

IN.gov

And, We Are Making Progress!

The collage displays multiple screenshots of the IN.gov website, illustrating its diverse content and services. Key sections visible include:

- Governor's Office:** Features Governor Mitch Daniels' name and photo, along with links to his home page and a "2007 Ballot" section.
- Healthy Indiana Plan:** Promotes the state's health insurance program with a "Healthy Indiana Plan" banner.
- Lieutenant Governor:** Highlights Lieutenant Governor Becky Skillman and her initiatives.
- Indiana Education Employment Relations Board:** Focuses on labor relations in the education sector.
- Office of Faith-Based & Community Initiatives:** Promotes faith-based programs and community support.
- Indiana Office of Technology:** Discusses network connectivity issues and provides contact information for technical support.
- Customer Service:** Offers a "Top FAQs" section and a "Submit a Customer Service Ticket" form.
- State IT Strategic Plan:** Details the state's technology roadmap and hardware refresh standards.
- Community & Local News:** Includes articles about local events like the "Indiana Heartland Walk for Health" and profiles of community figures like Cheri Herman Daniels.

Each screenshot maintains a consistent header with navigation links (About Indiana, Agriculture & Environment, Business & Employment, Education & Training, Family & Health, Law & Justice, Public Safety, Taxes & Finance, Tourism & Transportation) and a search bar.

IN.gov

Coming Really Soon!

The collage displays multiple screenshots of the IN.gov website, illustrating the variety of services and departments available. Each screenshot features the IN.gov logo, a search bar, and a navigation menu. The departments and services shown include:

- GOVERNOR MITCH DANIELS**: Visit his home page.
- Indiana Stadium & Convention Building Authority**: Online Services FIRST NINE EVERY TIME.
- Indiana Department of Transportation**: Road Conditions.
- Indiana Department of Homeland Security**: Online Services FIRST NINE EVERY TIME.
- Indiana Department of Administration**: Online Services FIRST NINE EVERY TIME.
- Indiana Office of Management & Budget**: Online Services FIRST NINE EVERY TIME.
- Indiana Office of the Utility Consumer Counselor**: Online Services FIRST NINE EVERY TIME.
- Indiana State Teachers' Retirement Fund**: Online Services FIRST NINE EVERY TIME.
- Indiana Arts Commission**: Connecting People to the Arts.
- Indiana State Police**: Online Services FIRST NINE EVERY TIME. Includes a featured article about "Changes to the ISP Memorial Plate Application" and a "LIMITED CRIMINAL HISTORY" search.
- Indiana Department of Agriculture**: The average size of an Indiana Farm is 254 acres. Includes a "Stewardship Week Celebration" announcement.
- BioFuels**: Click to Learn More.
- BIO-TOWN, USA**: Turning Challenges into Opportunities.
- AMBER ALERT**: Indiana's Amber Alert.
- ROAD & WEATHER CONDITIONS**: Find road & weather conditions in your district.

Each screenshot also includes a "GOVERNOR MITCH DANIELS" profile picture and a "Find an Agency Find a Person HELP" link.

■ Customer-centric

- Plain language
- Deliver useful/relevant content to target audience(s)
- Timely/dynamic content; stale eliminated

■ No Wrong Door

- Subject matter navigation, ChaCha search, information for...
- “Can’t get stuck in an agency web site again”

■ More Is More

- Billboards for major initiatives
- Weekly featured content
- Leverages larger screen sizes

■ State & Agency Identities Balanced

■ Consistency

- Common look & feel throughout
- Location of search, navigation, online services

■ Feedback Mechanisms

- Rate this Page
- IN.gov User Survey

■ Built Right & Built to Change

- Quickly update content; minimized “boxes” to build in
- Workflow tailored for each agency
- Separation of content and design:
 - Ease of delivery on mobile and alternative devices
 - Accessible for people with disabilities
 - Changes far easier “next time”

- All Agencies Surveyed
 1. Agency willingness
 2. Agency assessment of web site structure
 3. IN.gov assessment of complexity of migration
- Your Agencies Ranked HIGH
 - High willingness (you're team players!)
- BUT, We Wanted to Be Ready for You
 - We have several, and will have a lot more by the time we're ready for you, agencies in the CMS and have learned *a lot*.

- **Migration Approach Improved**
 - We've refined our approach to emphasize what worked, fill in a few gaps, and cut out the fluff.
- **CMS Training Keeps Getting Better**
 - We've taken the feedback from the initial agencies and are making significant improvements to training.
- **More Resources**
 - We've added more staff to be able to move even faster on migrations.
- **You Get to Learn from Group I Sites**
- **You Get to Be in Before Group III & IV!**

GROUP I (5/1-8/1)

- Governor & First Lady
- Lieutenant Governor
- Administration & MBEC
- Agriculture & Grain Buyers & Warehouse Licensing
- Arts Commission
- Education Employment Relations
- Faith-Based & Community Initiatives
- Family & Social Srvs. Admin. & HIP
- Homeland Security
- Management & Budget
- Police
- Technology & myLocal
- Teachers' Retirement Fund
- Transportation
- Utility Consumer Counselor
- Workforce Development

GROUP II (8/1/07-1/1/08)

- Board of Tax Review
- Child Services
- Economic Development
- Env. Mgmt., Recycle & Wetlands
- Finance Authority
- Health & INShape
- Labor
- Law Enforcement Academy
- Library & Historical Bureau
- Motor Vehicles
- Natural Resources & Commission
- Public Records
- Protection & Advocacy Services
- Revenue
- Stadium
- Tobacco Prevention & Cessation

Groups III & IV (Tentative)

GROUP III (1/1 – 4/1)

- Animal Health
- Bio Town USA
- Board of Accounts
- Budget Agency
- Correction
- Criminal Justice Institute
- Gaming
- Horse Racing
- Inspector General/Ethics
- Integrated Public Safety
- Insurance
- Licensing
- Local Government Finance
- Personnel
- Public Access Counselor
- Public Employees Retirement Fund
- Veterans Affairs
- War Memorials

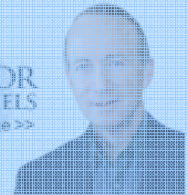
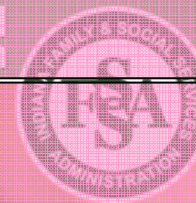
GROUP IV (4/1-6/30)

- Alcohol Tobacco & Excise Police
- Civil Rights
- Community & Rural Affairs
- Counter Terrorism & Security
- Energy
- Environmental Adjudication
- Financial Institutions
- Governor's Planning Council for People with Disabilities
- Health & Education Facility Financing
- Housing & Community Development
- Hispanic/Latino Affairs
- Ports Commission
- Proprietary Education
- Rural Development

- Student Assistance
- Utility Regulatory
- Women, Commission for
- Workers Compensation Board
- Geographic Information
- Hoosier Lottery
- Museum
- State Fair & The Barn
- Tourism
- White River
- Indiana Lakes, Wetlands, Safety-Net, BRC
- Adjutant General/National Guard/State Armory Board

Other Potential Migrations

- General Assembly
- Judiciary
 - Prosecuting Attorney's Council
 - Public Defenders Council
- Separately Elected Officials
 - Bond Bank, Depositories, Education Savings Authority
- Lobby Registration Commission
- Schools for Blind & Deaf

**Agency Header**Indiana Family & Social
AdministrationOnline Services
FIRST NINE EVERY TIME**Online
Services**

More Online Services >>

Agency BillboardChildren's
Health InsuranceGet the help you need
your children need.**Agency
Content
Area
[Right]**Prevention
Treatment
any
Assistance
for Needy
Families
(TANF)

FSSA HOME PAGE

Apply for Services

Aging

Disabilities and Rehabilitation

Family Resources

Maternal and Child Health

Mental Health and Addiction

Indiana State Department of Health

Transformations

Programs

Doing Business

FSSA

Administration

Contact Us

Contact Us

CURRENT INITIATIVES / ISSUES

Care Select

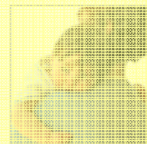
Eligibility Modernization

Low Income Health Care
Affordability

Deficit Reduction Act

Letter to State Medicaid
Director from DHHS**Agency
Content Area
[Left]**

Latest Headlines and Events



Do I Qualify for Services?

Job training, Public Assistance and Food Stamps, Aging Services, Disabilities Services
and much more.

Read More >>

Agency Content Area

Jan 25 - Secretary of Health and Family Services, Mitch Daniels, Announces Federal

Jan 05 - Federal Grant for treating Children with mental illness

Jan 03 - Care Management Program Initiated

Jan 03 - Data Clarification

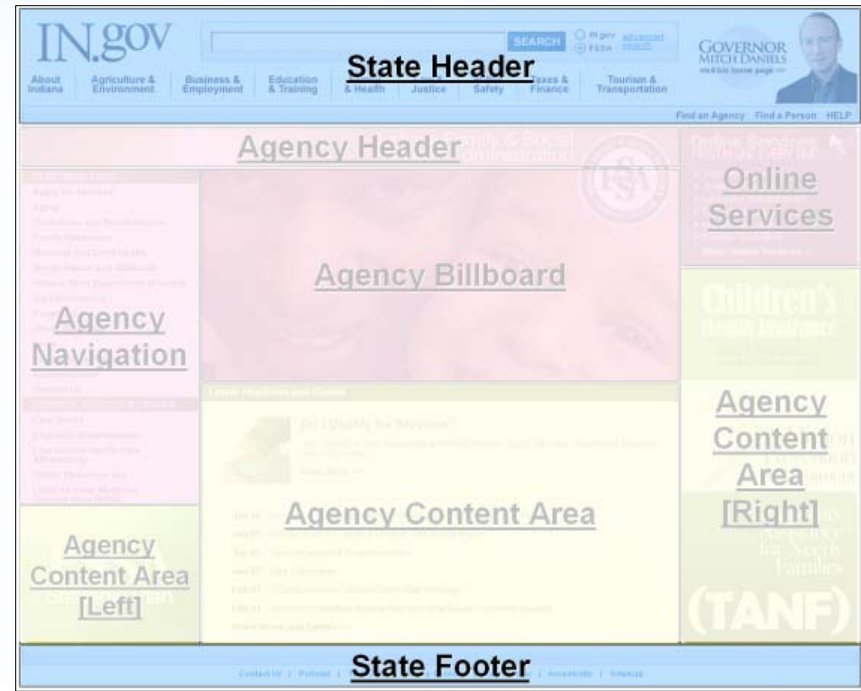
Feb 07 - FSSA Employees' Actions Send Clear Message

Feb 07 - Governor's Healthier Indiana Plan Gets Unanimous Committee Support

More News and Events >>

State Footer

- **Standard on All Web Pages**
 - Search defaults to search *Your Agency*
 - Common header and footer are key aspects of the commonality across the agency web sites
 - Of the areas, these are the only ones that agencies cannot change
- **Also Standard Throughout**
 - Font and font size
 - Link underlining

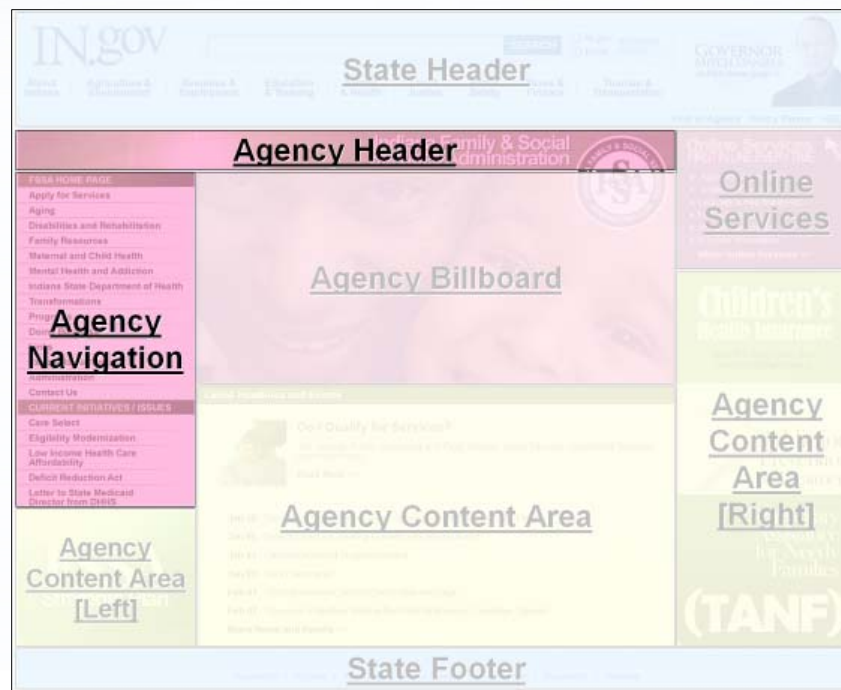


■ Agency Header

- Prominent location of agency name and logo
- Agency name, logo, and color scheme ensures that users know they are on your agency's web site, while the common location of search, navigation, services, etc., ensures users have consistent user experience

■ Agency Navigation

- Link to agency home page is always first
- Links are statements (not questions) and not more than 2 lines

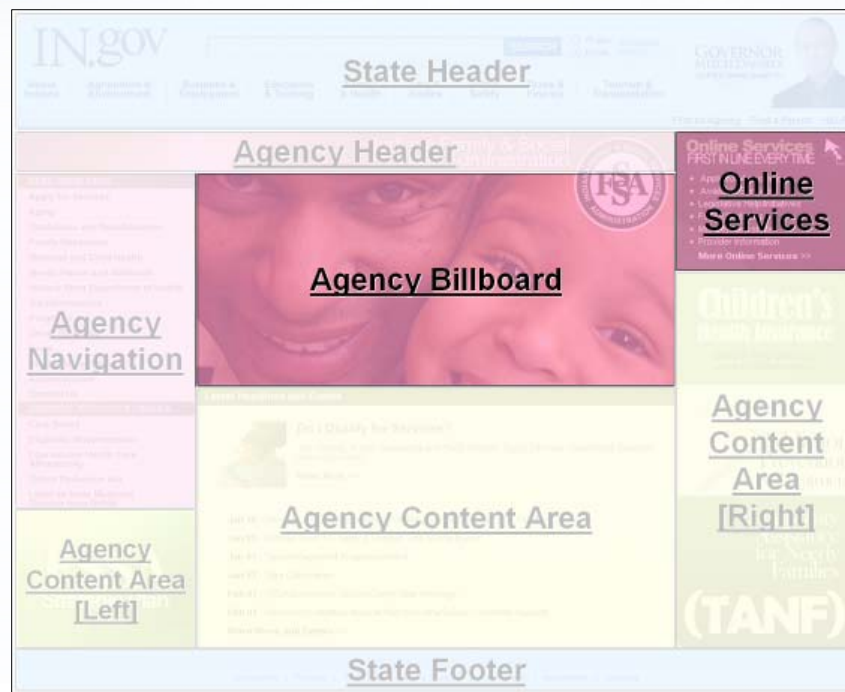


■ Agency Billboards

- Perfect way to market your major initiatives or direct users to most popular services
- Fixed width and height of Billboards ensures consistency across agency web sites
- These are on major “landing” pages (like your home page), not all pages

■ Online Services

- Always located top right to ensure easiest access to services

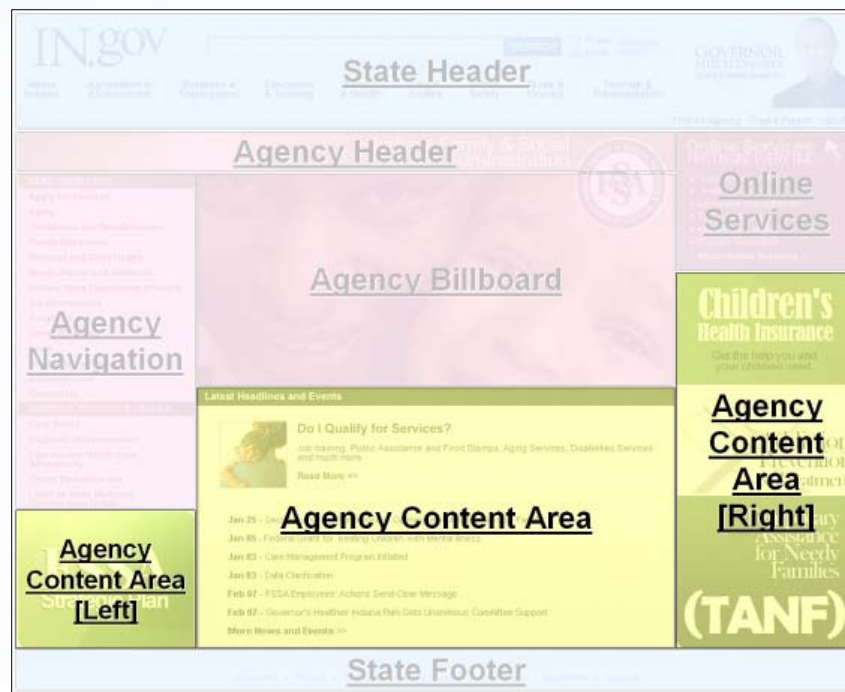


■ Content Area (Center)

- Standard area of text, bulleted lists, etc.
- Only on home pages and other major landing pages have Billboards

■ Right & Left Content Areas

- Agency FAQs/I Want Tos
- Agency goals
- Agency “widgets”
- And more...



■ FAQs & I Want Tos in Content Area [Right]

- Easy to prepare
- Answer the same question the same way every time, without human intervention


■ FAQs


- Single repository for all state government FAQs
- Truly frequently asked questions driven to the top
- Takes citizen self-service to the next level

■ Billboards

- Highlight initiatives, successes, and services
- Most dynamic, eye-catching part of new site
- Only on home pages and other major landing pages have Billboards

Answers My Stuff Login Help

Category  Search Text (optional) Search Tips

Powered by 

98 Answers Found Page: 1 of 6

Summary	Agency
1 How can I check on my State income tax refund?	Revenue, Department of
2 How do I contact my State Senator or Representative?	Legislative Services Agency
3 How do I find out if I have unclaimed property?	Attorney General
4 Can an employer terminate me for no reason?	multiple
5 Can I do anything about untrue statements that my former employer has made about me to a potential employer?	multiple
6 Can an employer terminate me while on Worker's Compensation?	Worker's Compensations Board of Indiana
7 How do obtain a copy of my Indiana Driving Record?	Motor Vehicles, Bureau of
8 Why would the State of Indiana come up on my credit report?	multiple
9 What does the state require to start a business?	Revenue, Department of
10 How do I check on Child Support issues?	Child Services, Department of
11 Where do I obtain a copy of an Indiana birth or death certificate?	Health, Department of
12 How do I file a consumer complaint?	Attorney General
13 Is there a list of Indiana Government Agencies toll free numbers?	multiple
14 What are the residence requirements for Indiana?	Higher Education



■ Nothin's Perfect

- The effort to standardize across IN.gov is a difficult balance between the state and agency identity, but our multi-agency redesign team struck a good balance with which to start.

■ Change Request Process

- Submit change requests via webmasters.IN.gov
- Change requests include:
 - Agency-specific issues, such as workflow changes
 - Enterprise issues, such as proposed changes to IN.gov Standards (all effort will be to make *enterprise* changes)
 - Submit ideas for the IN.gov “Top Level” pages
 - IN.gov Feature idea
 - IN.gov Billboard idea

■ IN.gov Role/Responsibilities

- Standard migration approach to ensure minimum requirements met, but tailored to each agency
- IN.gov Migration Lead (IML) is your single point of contact for all migration issues
- IN.gov staff migrate existing content into CMS for agency review in test

■ Agency Role/Responsibilities

- Engages in and approves all migration planning
- Tests and approves web site in “test” environment prior to launch of new agency web site

■ Step One: Planning

- Agency e-mails moconnor@iot.in.gov to identify its Agency Migration Lead (AML)
- IN.gov assigns IN.gov Migration Lead (IML) to agency
- AML assembles and meets with Agency Migration Team (AMT) in advance of meeting with IML to discuss Agency Homework (*more on this later*)
- 1st Meeting with IML & AMT
 - IML and AMT address Agency Homework, questions, and concerns
 - Narrow issues for follow up
- 2nd Meeting with IML & AMT
 - Close open issues from first meeting
 - Finalize and sign off on Migration Plan

Target: Not More than 2 Weeks Between Each Mtg. with IML

■ Step Two: Migration

- IN.gov Content Migration staff migrate your agency's web site in a "test" environment (Target: 2 weeks)
- IML makes migrated web site available to AMT in "test"
- Testing (Target: 2 weeks)
 - AMT identifies remaining necessary changes before launch
 - Final "draft" is tested by IN.gov staff and AMT
- Agency approves site for scheduled launch

Target: Not More than 4 Weeks to Migrate Content & Test

■ Step Three: Launch & Training

- New web site is launched
- Agency content creators and approvers are trained on new CMS

■ When Your Agency Approves the Migration Plan

- Changes to web site are frozen (except for news releases and calendar events)
- Agency production and test web sites are backed up onto CDs/DVDs for agency and IN.gov
- Existing agency web site on test.ai.org is changed to “/agency_old/” (so that we keep the CMS content separate from the old site)
- Once agency approves launch
 - “/agency_old/” is eliminated from test
 - Agency production web site is replaced with new site

■ This Ensures that Old Content Is Archived

- **First Training Session**

- Users given access
- Users learn how to edit an existing page, create a new page, and more

- **Ongoing Training Sessions**

- Can return for refresher training as needed

- **Other Training Materials**

- A complete “How-To” manual customized for IN.gov
- Flash videos

- **AMT – Keep It as Small as Possible**
 - It is hard to make changes by committee, especially a large one.
- **Move *Fast***
 - Remember that moving to the new design is going to be a significant improvement and you should not delay launch because the web site isn't "perfect."
 - Web sites are constantly being improved, that's why we purchased a content management system.
 - Don't lose steam after Thanksgiving!
- ***The Places to Improve:***
 - Home Page
 - Navigation

- **There Is Tremendous Value in a Thorough Review of Your Agency's Home Page**
 - The “front door” to your agency
 - The place where most, especially new visitors, will come to find out what you have to offer
- **Include These on the Home Page:**
 - Your agency's primary messages/marketing campaigns/programs
 - Online services or other information that make it easier for your customers to interact with your agency
- **Where Do You Start?**
 - What's the mission/purpose of your agency?
 - Who are your “target audience(s)” and what are they looking for?
 - Review your agency's hit data on WebTrends
- **Use This Information to Design Your Billboard**
 - If you do not already have designers, we will do this

- **Make Your Navigation User-Friendly**
 - Review many of the Group I agency web sites so you can see the new navigational styles in action. *E.g.*,
 - <http://www.in.gov/gov>
 - <http://www.in.gov/iot>
 - <http://www.in.gov/lgov>
 - <http://www.in.gov/gov/firstlady>
 - Group related items under a link header (with “clickable” drop down)
 - No More than about 12 items (without a link header).
 - An example of a “link header” like the “information For” or “Most Visited” headings in the left navigation on the IN.gov homepage.

■ *After Launch:*

- Use User Feedback. We will provide you with the detail from the “Suggest a Link” and “Rate This Page” functionality that will be on every page of your agency’s web site.
- Review Web Trends data to determine high (and low) traffic areas
- Review and improve your content.

■ *Want More Help With Your Agency’s Site?*

- We can help you *begin working* a qualified vendor *within* two weeks to help you:
 - *Target* content to your target audiences
 - Measure the effectiveness of your web site
 - Tie other marketing efforts directly to your web site efforts

■ *Why Do All This After Launch?*

- Because it takes far longer, and we cannot afford to lose the big bang benefit from the migration
- Progress is made in steps, not all at once

- ***Content* Migrations Are within the Scope of this Project, Some Things Aren't**

- Online services will ***not*** be affected by this project. We will link to those services just as we do now.
- “Special considerations:” areas of your agency’s site that cannot be immediately migrated due to *technical* considerations. These will be scheduled later.
- Tell your IT partners to “chill out.” (We’re telling them too.)

- **When Resources Permit, We Will Begin Working with Agencies on:**

- Intranets
- Advanced “portal” functionality
- Standardization of design of online services

■ To Do:

- ☐ Assemble and meet with your Agency Migration Team (AMT)
- ☐ Have your AML contact Meghan O'Connor (moconnor@iot.in.gov)
- ☐ Identify areas of the web site that should not be migrated
- ☐ Think about what color scheme for your agency (avoid blue)
- ☐ Identify what information and/or services are most important to your customers
- ☐ Plan for what you'd like on the new your agency's home page
- ☐ Identify content owners for each major section of the web site and identify initial set of agency content creators
- ☐ Start Drafting:
 - ☐ "I Want Tos" (we have a template)
 - ☐ FAQs for FAQ "widget" (we have a template)